

**WHAT IS CLAIMED IS:**

- 1 1. A method for determining a relevancy of an ad to a request, the method  
2 comprising:
  - 3 a) accepting geolocation information associated with the request;
  - 4 b) comparing the accepted geolocation information associated with the  
5 request with geolocation targeting information associated with the ad to  
6 generate a comparison; and
  - 7 c) determining the relevancy of the ad using at least the comparison,  
8 wherein the geolocation targeting information associated with the  
9 ad is defined by at least one geographic reference point.
- 1 2. The method of claim 1 wherein the request further includes search terms, and  
2 wherein the act of determining the relevancy of the ad further uses a  
3 comparison of keyword targeting associated with the ad and the search terms.
- 1 3. The method of claim 1 wherein the request further includes document  
2 relevance information, and  
3 wherein the act of determining the relevancy of the ad further uses a  
4 comparison of ad relevance information and the document relevance information.
- 1 4. The method of claim 1 wherein the geolocation targeting information  
2 corresponds to a circular area having a radius about a specified geographic  
3 reference point.
- 1 5. The method of claim 1 wherein the geolocation targeting information  
2 corresponds to an area defined by at least three geographic reference points.
- 1 6. The method of claim 5 wherein the area defined by at least three geographic  
2 reference points is a polygon.

- 1 7. A method for determining a score of an ad, the method comprising:
  - 2 a) accepting geolocation information associated with a request;
  - 3 b) determining whether the ad has geolocation price information
  - 4 corresponding to the geolocation information accepted; and
  - 5 c) if it is determined that the ad has geolocation price information
  - 6 corresponding to the geolocation information accepted, then determining
  - 7 the score using at least the geolocation price information,
  - 8 wherein the geolocation price information associated with the ad
  - 9 corresponds to an area defined by at least one geographic reference point.
- 1 8. The method of claim 7 wherein the area includes a circular area having a
- 2 radius about a specified geographic reference point.
- 1 9. The method of claim 7 wherein the area includes an area defined by at least
- 2 three geographic reference points.
- 1 10. The method of claim 9 wherein the area defined by at least three geographic
- 2 reference points is a polygon.
- 1 11. A method for determining a score of an ad with respect to a request, the
- 2 method comprising:
  - 3 a) accepting geolocation information associated with the request;
  - 4 b) comparing the accepted geolocation information associated with the
  - 5 request with geolocation targeting information associated with the ad to
  - 6 generate a comparison; and
  - 7 c) determining the score of the ad using at least the comparison,
  - 8 wherein the geolocation information is a zip code included in the
  - 9 request.
- 1 12. The method of claim 11 wherein the request is a search query.

1 13. A method for determining a score of an ad with respect to a request, the  
2 method comprising:  
3 a) accepting geolocation information associated with the request;  
4 b) comparing the accepted geolocation information associated with the  
5 request with geolocation targeting information associated with the ad to  
6 generate a comparison; and  
7 c) determining the score of the ad using at least the comparison,  
8 wherein the geolocation information is at least one of a city name, a  
9 state name, a region name, and a country name, included in the request.

1 14. The method of claim 13 wherein the request is a search query.

1 15. Apparatus for determining a relevancy of an ad to a request, the apparatus  
2 comprising:  
3 a) means for accepting geolocation information associated with the  
4 request;  
5 b) means for comparing the accepted geolocation information associated  
6 with the request with geolocation targeting information associated with the  
7 ad to generate a comparison; and  
8 c) means for determining the relevancy of the ad using at least the  
9 comparison,  
10 wherein the geolocation targeting information associated with the  
11 ad is defined by at least one geographic reference point.

1 16. The apparatus of claim 15 wherein the request further includes search  
2 terms, and  
3 wherein the means for determining the relevancy of the ad further use a  
4 comparison of keyword targeting associated with the ad and the search terms.

1 17. The apparatus of claim 15 wherein the request further includes document  
2 relevance information, and

3            wherein the means for determining the relevancy of the ad further use a  
4 comparison of ad relevance information and the document relevance information.

1    18. The apparatus of claim 15 wherein the geolocation targeting information  
2 corresponds to a circular area having a radius about a specified geographic  
3 reference point.

1    19. The apparatus of claim 15 wherein the geolocation targeting information  
2 corresponds to an area defined by at least three geographic reference points.

1    20. The apparatus of claim 19 wherein the area defined by at least three  
2 geographic reference points is a polygon.

1    21. Apparatus for determining a score of an ad, the apparatus comprising:  
2            a) means for accepting geolocation information associated with a request;  
3            b) means for determining whether the ad has geolocation price  
4 information corresponding to the geolocation information accepted; and  
5            c) means for determining the score using at least the geolocation price  
6 information if it is determined that the ad has geolocation price information  
7 corresponding to the geolocation information accepted,  
8            wherein the geolocation price information associated with the ad  
9 corresponds to an area defined by at least one geographic reference point.

1    22. The apparatus of claim 21 wherein the area includes a circular area having a  
2 radius about a specified geographic reference point.

1    23. The apparatus of claim 21 wherein the area includes an area defined by at  
2 least three geographic reference points.

1    24. The apparatus of claim 23 wherein the area defined by at least three  
2 geographic reference points is a polygon.

1 25. Apparatus for determining a score of an ad with respect to a request, the  
2 apparatus comprising:

- 3 a) means for accepting geolocation information associated with the
- 4 request;
- 5 b) means for comparing the accepted geolocation information associated
- 6 with the request with geolocation targeting information associated with the
- 7 ad to generate a comparison; and
- 8 c) means for determining the score of the ad using at least the
- 9 comparison,

10 wherein the geolocation information is a zip code included in the  
11 request.

1 26. The apparatus of claim 25 wherein the request is a search query.

1 27. Apparatus for determining a score of an ad with respect to a request, the  
2 apparatus comprising:

- 3 a) means for accepting geolocation information associated with the
- 4 request;
- 5 b) means for comparing the accepted geolocation information associated
- 6 with the request with geolocation targeting information associated with the
- 7 ad to generate a comparison; and
- 8 c) means for determining the score of the ad using at least the
- 9 comparison,

10 wherein the geolocation information is at least one of a city name, a  
11 state name, a region name, and a country name, included in the request.

1 28. The apparatus of claim 27 wherein the request is a search query.